ORDER

KOB

Orders

Order / Rev:	**166975**		
Alt Order #:			
Product Desc:	Martin Heinrich 9/24 - 9/30 additional ord		
Estimate:	12083		
Flight Dates:	09/24/12 - 09/30/12	Primary AE:	Olivia Lawrence
Original Date / Rev:	09/20/12 / 09/20/12	Sales Office:	KOB
Order Type:	GENERAL	Sales Region:	Local

Agency

Name:	**Media Strategies & Research**		
Buying Contact:	Suzanne Lorimer	Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	1580 Lincoln St Ste 510	Billing Cycle:	EOM/EOC
	Denver, CO 80203-1507	Agency Commission:	15%

Advertiser

Name:	**Heinrich for Senate**		
Demographic:	A35+	New Business Thru:	05/05/09
Product Codes:	PL1	Order Separation:	00:15:00
Priority:	99	Advertiser External ID:	
Revenue Codes:	AGY, POL, CAND	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	93	$25,910.00	$22,023.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	93	$25,910.00	$22,023.50	0.00
Totals	93	$25,910.00	$22,023.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share	Share	Total
KOB	26%	$25,910.00
Market	100%	$99,653.85

Competitive Share	Share	Total
CABLE	0%	$0.00
KAPX	0%	$0.00
KASA	9%	$8,968.85
KASY	0%	$0.00
KAZQ	0%	$0.00
KBEI	0%	$0.00
KBIM	0%	$0.00
KCHF	0%	$0.00
KENW	0%	$0.00
KHFT	0%	$0.00
KKTO	0%	$0.00
KLUZ	0%	$0.00
KNAT	0%	$0.00
KNME	0%	$0.00
KOAT	29%	$28,899.62
KOBF	0%	$0.00
KOBR	0%	$0.00
KOCT	0%	$0.00
KOFT	0%	$0.00
KOVT	0%	$0.00

KREZ	0%	$0.00
KRPV	0%	$0.00
KRQE	36%	$35,875.38
KUPT	0%	$0.00
KWBQ	0%	$0.00
UNKWN	0%	$0.00

Order / Rev: 166975
Alt Order #:
Flight Dates: 09/24/12 - 09/30/12

Advertiser: Heinrich for Senate
Product Desc: Martin Heinrich 9/24 - 9/30 additional ord **KOB**
Estimate: 12083

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	09/24/12	09/30/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	MTWTF--	:30	5	$175.00	3	0.00	NM	5	$875.00
N 2	All	09/24/12	09/30/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	MTWTF--	:30	5	$225.00	4	0.00	NM	5	$1,125.00
N 3	All	09/24/12	09/30/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	8	$275.00	6	0.00	NM	8	$2,200.00
N 4	All	09/24/12	09/30/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	7	$350.00	4	0.00	NM	7	$2,450.00
N 5	All	09/24/12	09/30/12	News 4 Spec Sa 5a (2hr) News 4 Spec Sa 5a (2hr)	CM	Sa 5a-7a	-----S-	:30	1	$100.00	6	0.00	NM	1	$100.00
N 6	All	09/24/12	09/30/12	Sunday Today Sunday Today	CM	Su 7a-8a	------S	:30	1	$100.00	6	0.00	NM	1	$100.00
N 7	All	09/24/12	09/30/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a	-T-T---	:30	2	$150.00	4	0.00	NM	2	$300.00
N 8	All	09/24/12	09/30/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a	M-W----	:30	2	$125.00	4	0.00	NM	2	$250.00
N 9	All	09/24/12	09/30/12	Who Wants to Be A Million Who Wants to Be A Million	CM	M-F 1130a-12p	----F--	:30	1	$75.00	6	0.00	NM	1	$75.00
N 10	All	09/24/12	09/30/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p	M--T---	:30	2	$75.00	6	0.00	NM	2	$150.00
N 11	All	09/24/12	09/30/12	Days Of Our Lives 1p Days Of Our Lives 1p	CM	M-F 1p-2p	-T--F--	:30	2	$125.00	6	0.00	NM	2	$250.00
N 12	All	09/24/12	09/30/12	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p	--WT---	:30	2	$75.00	6	0.00	NM	2	$150.00
N 13	All	09/24/12	09/30/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p	MTWTF--	:30	5	$125.00	4	0.00	NM	5	$625.00

Weekly breakdown per line:

Ln		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
N 1	Week:	09/24/12	09/30/12	MTWTF--	5	$175.00	0.00
N 2	Week:	09/24/12	09/30/12	MTWTF--	5	$225.00	0.00
N 3	Week:	09/24/12	09/30/12	MTWTF--	8	$275.00	0.00
N 4	Week:	09/24/12	09/30/12	MTWTF--	7	$350.00	0.00
N 5	Week:	09/24/12	09/30/12	-----S-	1	$100.00	0.00
N 6	Week:	09/24/12	09/30/12	------S	1	$100.00	0.00
N 7	Week:	09/24/12	09/30/12	-T-T---	2	$150.00	0.00
N 8	Week:	09/24/12	09/30/12	M-W----	2	$125.00	0.00
N 9	Week:	09/24/12	09/30/12	----F--	1	$75.00	0.00
N 10	Week:	09/24/12	09/30/12	M--T---	2	$75.00	0.00
N 11	Week:	09/24/12	09/30/12	-T--F--	2	$125.00	0.00
N 12	Week:	09/24/12	09/30/12	--WT---	2	$75.00	0.00
N 13	Week:	09/24/12	09/30/12	MTWTF--	5	$125.00	0.00

Order / Rev: 166975
Alt Order #:
Flight Dates: 09/24/12 - 09/30/12

Advertiser: Heinrich for Senate
Product Desc: Martin Heinrich 9/24 - 9/30 additional ord
Estimate: 12083

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	All	09/24/12	09/30/12	Inside Edition 330p Inside Edition 330p	CM	M-F 330p-4p	MTWTF--	:30	5	$125.00	4	0.00	NM	5	$625.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	MTWTF--	5	$125.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	All	09/24/12	09/30/12	Judge Judy-P/ DR 4p/ 43 Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p	MTWTF--	:30	5	$75.00	6	0.00	NM	5	$375.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	MTWTF--	5	$75.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	All	09/24/12	09/30/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	MTWTF--	:30	5	$225.00	6	0.00	NM	5	$1,125.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	MTWTF--	5	$225.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 17	All	09/24/12	09/30/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	MTWTF--	:30	5	$300.00	6	0.00	NM	5	$1,500.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	MTWTF--	5	$300.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 18	All	09/24/12	09/30/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	MTWTF--	:30	6	$300.00	6	0.00	NM	6	$1,800.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	MTWTF--	6	$300.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 19	All	09/24/12	09/30/12	News 4 @ 6p Sat News 4 @ 6p Sat	CM	Sa 6p-630p	-----S-	:30	1	$150.00	6	0.00	NM	1	$150.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-----S-	1	$150.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 20	All	09/24/12	09/30/12	Monday Prime 2hr 7p-9p Monday Prime 2hr 7p-9p	CM	M 7p-9p	M------	:30	1	$2,000.00	1	0.00	NM	1	$2,000.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	M------	1	$2,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 21	All	09/24/12	09/30/12	Monday Prime C Monday Prime C	CM	M 9p-10p	M------	:30	1	$550.00	6	0.00	NM	1	$550.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	M------	1	$550.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 22	All	09/24/12	09/30/12	Tuesday Prime A Tuesday Prime A	CM	Tu 7p-8p	-T-----	:30	1	$1,800.00	1	0.00	NM	1	$1,800.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-T-----	1	$1,800.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 23	All	09/24/12	09/30/12	Tuesday Prime B Tuesday Prime B	CM	Tu 8p-9p	-T-----	:30	1	$700.00	4	0.00	NM	1	$700.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	-T-----	1	$700.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 24	All	09/24/12	09/30/12	Wednesday Prime 2hr 8p Wednesday Prime 2hr 8p-10	CM	W 8p-10p	--W----	:30	1	$1,200.00	2	0.00	NM	1	$1,200.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	--W----	1	$1,200.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 25	All	09/24/12	09/30/12	Thursday Prime C Thursday Prime C	CM	Th 9p-10p	---T---	:30	1	$900.00	3	0.00	NM	1	$900.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	---T---	1	$900.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 26	All	09/24/12	09/30/12	Friday Prime A Friday Prime A	CM	F 7p-8p	----F--	:30	1	$400.00	6	0.00	NM	1	$400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	----F--	1	$400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 27	All	09/24/12	09/30/12	Friday Prime C Friday Prime C	CM	F 9p-10p	----F--	:30	1	$600.00	4	0.00	NM	1	$600.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/24/12	09/30/12	----F--	1	$600.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 28	All	09/24/12	09/30/12	Saturday Prime 2hr 8p-10 Saturday Prime 2hr 8p-10p	CM	Sa 8p-10p	-----S-	:30	1	$250.00	6	0.00	NM	1	$250.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating

Order / Rev: 166975
Alt Order #:
Flight Dates: 09/24/12 - 09/30/12

Advertiser: Heinrich for Senate
Product Desc: Martin Heinrich 9/24 - 9/30 additional ord
Estimate: 12083

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 28	All	09/24/12	09/30/12	Saturday Prime 2hr 8p-10 Saturday Prime 2hr 8p-10p	CM	Sa 8p-10p	-----S-	:30	1	$250.00	6	0.00	NM	1	$250.00
	Week:	09/24/12	09/30/12	-----S-	1	$250.00	0.00								
N 29	All	09/24/12	09/30/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	MTWTF--	:30	5	$400.00	6	0.00	NM	5	$2,000.00
	Week:	09/24/12	09/30/12	MTWTF--	5	$400.00	0.00								
N 30	All	09/24/12	09/30/12	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p	-----S-	:30	1	$400.00	6	0.00	NM	1	$400.00
	Week:	09/24/12	09/30/12	-----S-	1	$400.00	0.00								
N 31	All	09/24/12	09/30/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p	------S	:30	1	$400.00	6	0.00	NM	1	$400.00
	Week:	09/24/12	09/30/12	------S	1	$400.00	0.00								
N 32	All	09/24/12	09/30/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	MTWTF--	:30	5	$75.00	6	0.00	NM	5	$375.00
	Week:	09/24/12	09/30/12	MTWTF--	5	$75.00	0.00								
N 33	All	09/24/12	09/30/12	Access Hollywood Late P Access Hollywood Late PM	CM	M-Th 1135p-1207a	-T--F--	:30	2	$55.00	6	0.00	NM	2	$110.00
	Week:	09/24/12	09/30/12	-T--F--	2	$55.00	0.00								
													Totals	93	$25,910.00

Weekly detail columns: Start Date, End Date, Weekdays, Spots/Week, Rate, Rating.

*Tax 1 Note: ABQ 7%.